DOCUMENT RESUME

ED 121 182 HE 007 612

AUTHOR Moon, Robert
TITLE The 1975-76 Concert Season: A Prediction.
INSTITUTION Association of Coll., Univ. and Community Arts Administrators, Inc., Madison, Wis.
SPONS AGENCY National Endowment for the Arts, Washington, D.C.
PUB DATE Oct 75
NOTE 31p.

EDRS PRICE MF-$0.83 HC-$2.06 Plus Postage
DESCRIPTORS Costs; Dance; Dramatics; Fees; *Financial Support; *Higher Education; Music; *Program Costs; Programs; *Surveys; Tables (Data); *Theater Arts; Trend Analysis

ABSTRACT

The Association of College, University and Community Arts Administrators, Inc. (ACUCAA) surveyed 162 colleges and universities and 33 nonprofit institutions that will present professional performing arts programs in the 1975-76 concert season. Some highlights are: (1) 195 institutions will present 3,515 performances that cost $12,015,119 in artist fees in 1975-76; (2) the average fee for these performances will be $3,418; (3) 195 institutions will spend $4,014,923 in other direct costs, or an average of $1,237 per performance; (4) on the average, each performance costs $4,655 to present in fees and other direct costs; (5) 195 institutions will spend $16,030,042 in total direct costs to present 3,515 performances to the public; (6) average fees have increased 37.8 percent in 1975-76 compared to 1974-75; (7) average other direct costs of presentation have increased 24 percent in 1975-76 compared to 1974-75; (8) on the average, the direct cost of presenting a performing arts event has risen 66.7 percent in the last three years; (9) there will be a 57 percent decrease in performances of vocal recitals and a 33 percent decrease in symphony performances in 1975-76 compared to 1974-75; (10) there will be a 34.8 percent increase in theater performances and a 36.1 percent increase in contemporary dance performances in 1975-76 compared to 1974-75; (11) 40 percent of the respondents report an increase in subscription sales for the 1975-76 season while only 13 percent report a decrease compared to 1974-75. (Author)

****
* Documents acquired by ERIC include many informal unpublished *
* materials not available from other sources. ERIC makes every effort *
* to obtain the best copy available. Nevertheless, items of marginal *
* reproducibility are often encountered and this affects the quality *
* of the microfiche and hardcopy reproductions ERIC makes available *
* via the ERIC Document Reproduction Service (EDRS). EDRS is not *
* responsible for the quality of the original document. Reproductions *
* supplied by EDRS are the best that can be made from the original. *
****

ED121182

THE 1975-76 CONCERT SEASON: A PREDICTION

RESEARCHED AND ANALYZED BY

ROBERT MOON

U S DEPARTMENT OF HEALTH
EDUCATION & WELFARE
NATIONAL INSTITUTE OF
EDUCATION

THIS DOCUMENT HAS BEEN REPRODUCED EXACTLY AS RECEIVED FROM THE PERSON OR ORGANIZATION ORIGINATING IT. POINTS OF VIEW OR OPINIONS STATED DO NOT NECESSARILY REPRESENT OFFICIAL NATIONAL INSTITUTE OF EDUCATION POSITION OR POLICY

ASSOCIATION OF COLLEGE, UNIVERSITY AND
COMMUNITY ARTS ADMINISTRATORS, INC.

FALL, 1975

HE007612

INTRODUCTION

Since 1965, the Association of College, University and Community Arts Administrators, Inc., has conducted six Profile Surveys to determine programming trends. Each of those surveys has been concerned with past seasons, and each has provided meaningful data on types of programs presented, sources of income and funding, performance costs, etc. But none of the past studies has examined a season in its early stages to determine if new trends are emerging.

This Predictor Study is the result of a mutual concern of the National Endowment for the Arts and ACUCAA regarding the impact of current economic conditions on the "market" for the touring, professional performing arts for the 1975-76 season. We hope it will provide some answers about the current state of the performing arts; it does reveal some developments that will need close scrutiny in forthcoming months and for next season. If some of the information regarding artists' fees, other direct costs and programming trends persist, some performance types may face considerably fewer engagements in the future.

The data were gathered and analyzed by Robert Moon. We thank the National Endowment for the Arts for their concern and interest in this aspect of the arts, and for making the study possible. Our thanks, also, to Genevieve Mittnacht for her special assistance with the survey.

William M. Dawson
Executive Director, ACUCAA

October, 1975

TABLE OF CONTENTS

	Page
INTRODUCTION	iii
HIGHLIGHTS	1
TRENDS AND COMPARISONS	3
SCOPE AND METHODOLOGY	7
The Population Response Rate Representativeness of the Sample	
THE PROGRAMS	12
Total Performances Total Performances by Program Type	
FINANCING THE ARTS	16
Total Artist and Performance Fees by Program Type and as a Percent of the Total Average Fee by Program Type Comparison of Fees and Total Performances by Program Type Total Other Direct Costs by Program Type Average Other Direct Costs by Program Type Sources of Budget Changes in Budget Sources Nature of the Funding/Spending Changes for the 1975-76 Season Total Amount of Subsidy	
MARKETING THE ARTS	27

[redacted]

The study surveyed [redacted] colleges and universities and [redacted] community institutions which will present professional performing arts programming in the 1975-76 concert season. Below are some highlights drawn from the [redacted] study:

- [redacted] institutions will present 3,515 performances that cost[redacted] $12,855,229 to attract here in 1975-76.
- The average fee for these performances will be $3,656.
- [redacted] institutions will spend $4,854,855 to attract direct [redacted], or an average of $1,237 per performance.
- On the average, each performance costs $4,850 to present[redacted] in fees and other direct costs.
- [redacted] institutions will spend $18,838,842 to total direct [redacted] to present 3,515 performances to the public.
- Average fees have increased 37.4% in 1975-76 compared to [redacted].
- Average other direct costs of presentation have increased[redacted] 34% in 1975-76 compared to 1974-75.
- On the average, the direct cost of presenting a performing arts event has risen 66.7% in the last three years.
- There will be a 57% decrease in performances of vocal ma[redacted] and a 33% decrease in symphony performances in 1975-76 compared[redacted] to 1974-75.
- There will be a 34.4% increase in theater performances at [redacted] with a 78.3% increase in contemporary dance performances in 1975-76 [redacted] to 1974-75.
- [redacted] of the respondents report an increase in subscription [redacted] for the 1975-76 season while only 13% report a decrease [redacted] by 1974-75.

Income and Comprehension

Most normal research some encouraging have about the 2015-16 current quarter. Budget sources to others every caregiver will increase compared to last year. Then operations of study the report funding changes but the current several report an increase to funds. Estimated understanding banks are reported by 10% of the respondents, while only 11% expect a decrease.

However, the following has rather provided a comparative decrease with previous Whether Province found's had caused a task encouraging services.

Three-Year Comparison Table

	2015-16 Province Survey 1	2016-17 Province Survey 2	2017-18 Projections (Survey...)
Average performance per instructor	$0.1 $0.1,270	$0.1 $0.1,420	$0.1 $0.1,620
Average hour per performance	0.564	0.587	$0.1,57
Average other drivers costs per performance	$0.1,760	$0.1,830	$0.1,870
Average materials per instruction	$10,370	$10,880	$11,080
Total performance	1,214 2,054.77	1,371 2,112.27	1,514 2,054.77
Total fees	$3,893,380 2.8%	$7,890,880 2.7%	$11,874,110 2.8%
Total other drivers costs	$1,871,170 2.8%	$2,750,720 2.7%	$4,870,870 2.8%
Total drivers costs	$5,830,760 2.8%	$10,640,600 2.7%	$16,698,850 2.8%
Total materials	$6,750,710 2.8%	$7,890,880 2.7%	$8,307,380 2.8%

Responses to government respects number of responding instructions

Hours of Storage Problems Affects

	Percentage Change from 2019-20 to 2020-21	Percentage Change from 2019-20 to 2020-21
Percentage performance per Instruction	-1.0%	-11.0%
Percentage Fund per performance	100.1%	105.0%
Percentage Intern Division Intern per performance	0.0%	0%
Percentage Invest Division Intern per performance	0%	0%
Percentage undivided per Instruction	0%	0%

Use Fund to Damage Trade Hour Income. In Fund Legal Use Problem of a Legal Hour. Compliance to Each Hour Intern to Percentage Hour Fund Increased 1.0% to 2019-20. Percentage Intern Division Intern Fund Use Percentage Patterns per Instruction Use Intern 0.0%. 0 Use Each Trade Intern Percentage Hour Fund Intern 0% Of Intern Percentage Division Intern Intern Hour 0% Use Percentage Patterns per Instruction Percentage 0.0% Of. Percentage Trade Division Intern Use per Compliance Fund 0 Use Percentage 0% of Use Percentage Intern Division Intern Use 0% Intern Fund Intern Use 0% of Division 2019-20.

The Percentage Academy of performances per Instruction Use Legal Intern to Progress Fund Fund Use 0% Percentage Use Fund to 2019-20 Use Use 0% Percentage to 2019-20. Decreasing to 0% to 2019-20. Any Instrumentation Use to Intern Personnel Intern Hour Intern performances. The Increasing Intern Problems Fund Accounting Assignment.

Regional Location	Percent Total ACUCAA Membership	 1975-76 Concert Season Prediction
	N = 40(	N = 195
Middle Atlantic	21.2%	15.5%
New England	6.1	5.1
West North Central	9.6	7.7
South Atlantic	13.7	11.5
Mountain	4.3	5.6
East South Central	5.9	6.6
Pacific	9.3	9.7
East North Central	20.9	23.6
West South Central	4.5	6.1
Canada-Puerto Rico	4.5	4.6
	100%	100%

3. Student Enrollment of Colleges and Universities

Student Enrollment	Percent Total ACUCAA Colleges & Universities	Percent C/U Response 1975-76 Concert Season Prediction
	N = 340	N = 162
Under 3000	25.5%	25.8%
3000 - 4999	11.[illegible]	6.8
5000 - 9999	24.9	20.8
10,000-19,999	23.6	25.1
20,000+	14.9	21.5

The schools with enrollments of 3000 to 4999 and 5000 to 9999 are underrepresented in the Prediction Survey response and the larger schools (over 20,000) are overrepresented.

4. Educational Level of Colleges and Universities

Educational Level	Percent Total ACUCAA Colleges & Universities	Percent C/U Response 1975-76 Concert Season Prediction
	N = 340	N = 162
Two year college	10.0%	10.9%
Four year college	14.9	20.8
Four year college and graduate program	75.1	68.3

Four year colleges are overrepresented and schools with graduate programs are underrepresented in the response sample.

5. Public and Private Schools

	Percent	
	Total ACUCAA Membership	1975-76 Season Prediction Survey
	N = 340	N = 162
Public	68.4%	68.8%
Private	31.5	31.2

The respondents to the Prediction Survey closely match the total ACUCAA membership in the breakdown between public and private schools.

6. Comparison with all Colleges and Universities in the United States

		Percent	
	All Colleges & Universities	Total ACUCAA Membership	1975-76 Prediction Survey
	N = 3,004*	N = 340	N = 162
Two year colleges	35.9%	10.0%	10.9%
Four year colleges (undergraduate)	28.6	14.9	20.8
Four year college (graduate)	35.4	75.1	68.3
Public	47.7*	68.4	68.8
Private	52.3	31.5	31.2

*Educational Directory, 1974-75, by Arthur Podolsky. U.S. Department of Health, Education and Welfare: National Center for Education Statistics, Education Division.

The college and university membership of ACUCAA is underrepresented by two and four year undergraduate schools and overrepresented by graduate schools compared to all colleges and universities. Public schools are overrepresented and private schools are underrepresented when comparing ACUCAA's college and university membership to the national population of institutions of higher learning.

THE PROGRAMS

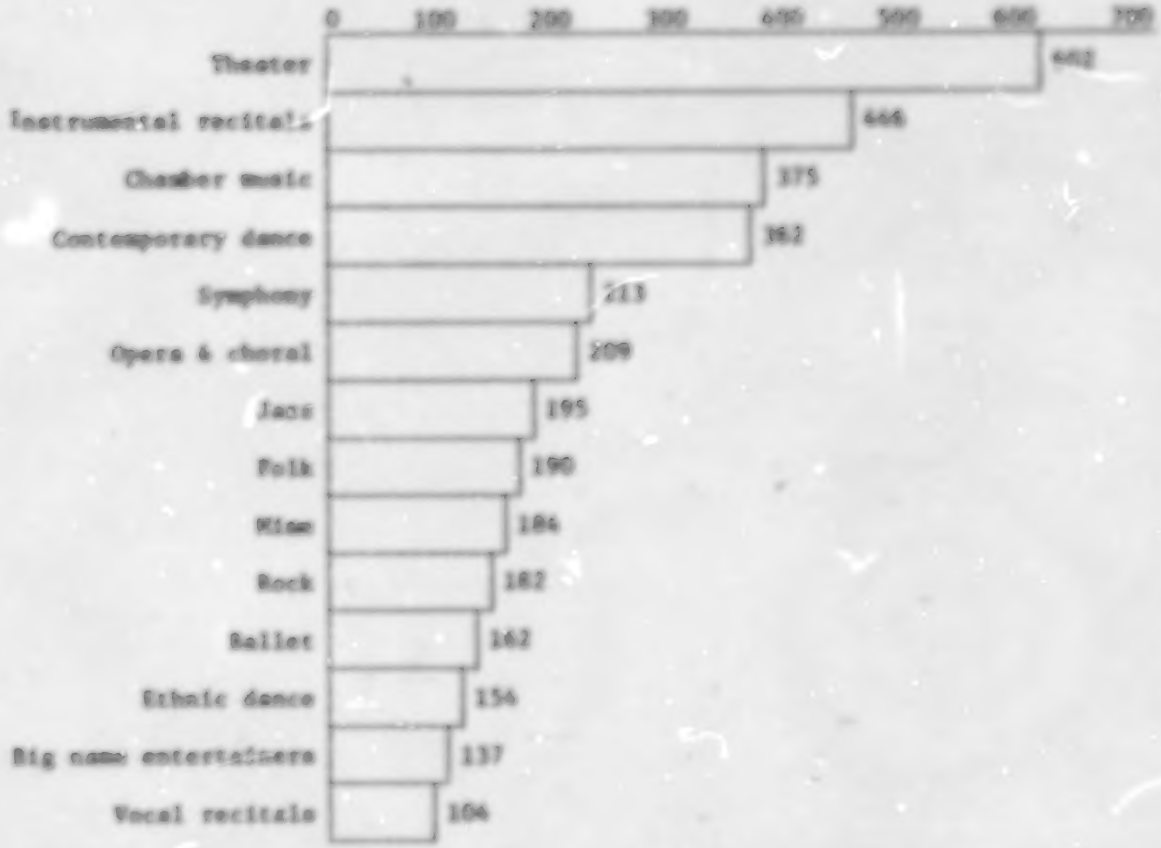
Total Performances

In 1975-76, 195 institutions will present 3,515 performances. (These performances were contracted as of October 1, 1975.) This indicates an average of 18 peerformances per institution, and will be slightly less than the averages of 18.1 and 18.4 for the 1972-73 (Profile Survey V) and 1974-75 (Profile Survey VI) conccert seasons, respectively.

Theater will be presented more than any other art form--602 times. Contempoorary Dance will rise from sixth to fourth rank with 362 performances. The numbber of vocal recitals presented will decrease significantly from 1974, 221 or 66.8% of the total performances, to 104 or 2.9% in 1975-76. Theater Road Shoows, Instrumental Recitals, Chamber Music and Contemporary Dance will comprisee slightly more than 50% of the total number of performances.

Despite 304 more performances reported for 1975-76 than for 1974-75, only Theeater Road Shows, Contemporary Dance, Opera and Choral, and Ballet show an increase in the total number of performances contracted.

Total Performances by Program Type N = 3515 performances



FINANCIAL DATA

Total Artist and Performance Fees by Program Type and as a Percent of the Total

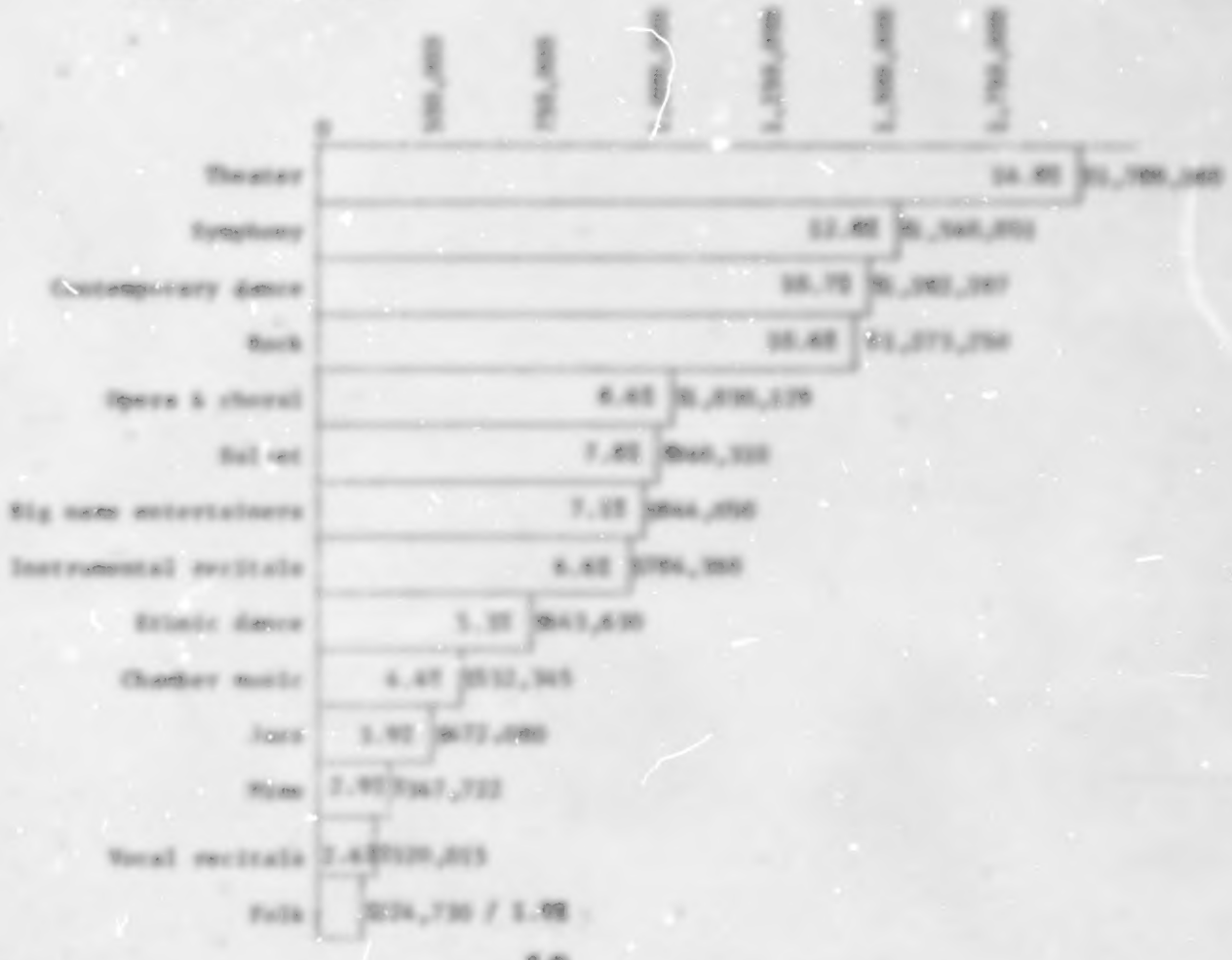
In 1975-76, the 3,515 events scheduled will cost $12,805,159 in artist and performance fees. Of the total dollars for fees, 49% will be spent on theater, symphony, contemporary dance and rock. As the number of performances of contemporary dance, mime and ethnic dance increases, so do the dollars spent for these art forms. In 1974-75, 174 institutions spent $780,304, or slightly less than 10% of the total fees expended, on these art forms. In 1975-76, 191 institutions will spend $1,273,639, or slightly less than 10% of the total fees, on these three art forms.

Total Artist and Performance Fees by Program Type and as a Percent of the Total

N = 3515 events

Total Artist and Performance Fees = $12,805,159

Average Fee = $3,418

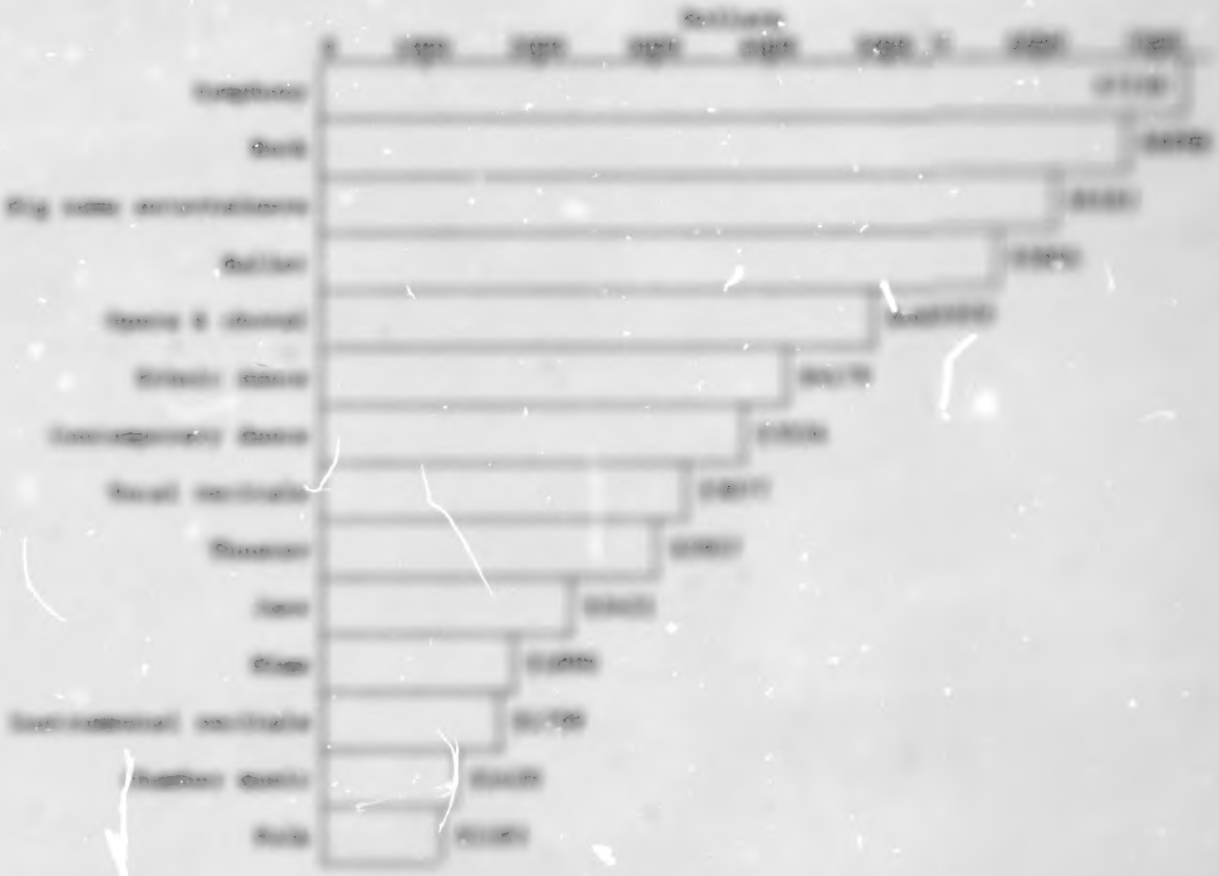


Average Fee by Program Type

Average fees for the 1975-76 season span all programs from [illegible] a $1,000. This is a 10% increase over the 1974-75 season's average of $[illegible]. The table on page 10 shows how each average fee by performance is [illegible] the 1975-76.

Average Fee by Program Type 0 = 1,000 performances =

Average fee = $3,000



[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]
[illegible]	[illegible]	[illegible]	[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

[illegible]

Changes in Budget Sources

The table below indicates whether each budget source for the 1975-76 season will increase (more), decrease (less), or remain the same (same) as compared to the 1974-75 season.

Budget Sources (no. of responses in parentheses)	More in 1975-76 than in 1974-75	Less in 1975-76 than in 1974-75	Same
Student Activity Fees (103)	34.9%	12.7%	51.4%
Ticket Sales (162)	59.2	8.0	29.6
Tuition Income (17)	35.3	11.7	47.0
Academic or Curricular Funds (62)	24.1	30.6	43.5
State Arts Agencies (98)	49.0	15.3	26.5
National Endowment for the Arts (92)	57.6	13.0	26.0
Individual/Corporate/ Foundation Contributions (56)	44.6	21.4	30.3
Memberships (42)	47.6	7.1	42.8
Community Government Budgets (24)	29.1	8.3	58.3

Figures are given as percentages of the response for each budget source. Example: Of the 103 responses naming Student Activity Fees as a budget source, 34.9% will receive more in 1975-76 than in 1974-75, 12.7% will receive less, and 51.4% will receive the same.

Every budget source except academic or curricular funds will increase more often than it will decrease in 1975-76, as compared to 1974-75. Biggest net increases are in ticket sales, NEA funds, state arts agency funds, membership income, and individual/corporate/foundation contributions.

It is crucial to realize that the largest increases in budget sources come from funds outside of the university institutions (ticket sales, NEA, state arts agencies, contributions, memberships). Funding from within academic institutions rose less sharply (student activity fees) or showed a net decrease (academic or curricular funds). It appears evident that the college and university market's viability in the future will depend more on ticket revenue and nonuniversity sources as academic demands on institutional budgets divert funding from performing arts programs.

Nature of the Funding/Spending Changes for the 1975-76 Season

Of the 93 respondents who indicated that "a major funding change" is occurring this year, 69.8% indicate it is an increase and 30.2% report a decrease. Of these changes, 60.8% are temporary adjustments and 39.2% are permanent policy changes.

Nature of Funding/Spending Changes for the 1975-76 Season

	Colleges & Universities	Nonprofit Institutions	Total
	N = 77	N = 16	N = 93
Increase Since Last Season	68.8%	75.0%	69.8%
Decrease Since Last Season	31.2	25.0	30.2

Nature of Funding/Spending Changes for the 1975-76 Season

N = 56 respondents

	Percent
Permanent Policy Change	39.2%
Temporary Adjustment	60.8

Funding/Spending Change is Permanent or Temporary

N = 40 respondents

	Percent
Funding Increase is a Permanent Policy Change	42.5%
Funding Increase is a Temporary Adjustment	35.0
Funding Decrease is a Permanent Policy Change	7.5
Funding Decrease is a Temporary Adjustment	15.0

Of the 40 institutions that responded in both categories (increase/decrease and permanent/temporary), 42.5% indicated their funding increase was permanent and 35.0% indicated the increase was temporary.

Changes in Funding/Spending Patterns Since Last Season

N = 140 respondents

Each respondent was asked what the biggest major change in their funding/spending pattern was since last season. The following were mentioned most often.

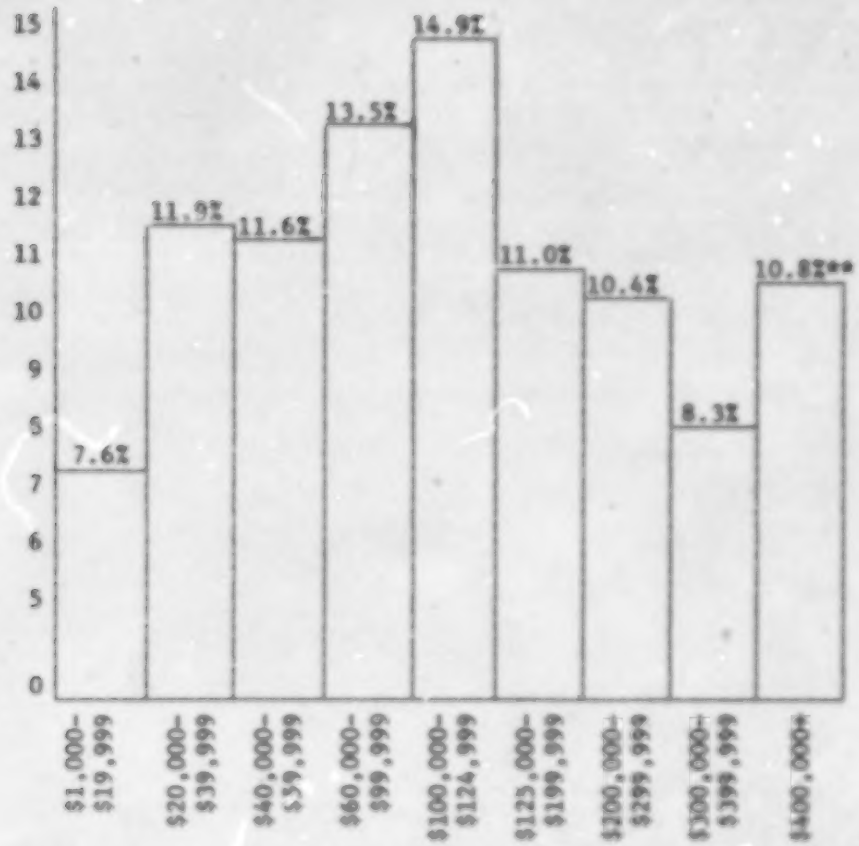
More outside grants	(19)
Increased budget	(11)
Higher artist fees	(10)
Expanded program	(9)
Reduced program	(8)

Total Amount of Subsidy*

Eighty percent of the respondents predict some subsidy in the 1975-76 season.. The total amount predicted is $8,307,420. The average subsidy will be $53,,253 for all institutions. Of the nonprofit institutions, 20 will receive an total of $1,060,093 in subsidy or an average subsidy of $53,004, while colleges and universities will average $53,289.

Total Amount of Subsidy to be Received in 1975-76 Season

N = 156 institutions



*Funds other than ticket sales received from a wide variety of sources such ass student activity fees, individual and corporate donations, gifts, grants from governmental agencies, etc.

**One respondent reported a subsidy of $900,000, the only response over $4400,000.

MARKETING THE ARTS

Respondents to the study were asked to indicate whether subscription sales for the 1975-76 season were above, below, or approximately the same as last season at the same date.* As of October 1, 1975, 41% reported sales above last year, while only 16% reported them to be less than last year.

Subscription Sales for 1975-76 Season as Compared to 1974-75 Season

N = 121 respondents

	Percent
Subscription Sales ABOVE 1974-75 Season	41.3%
Subscription Sales BELOW 1974-75 Season	16.9%
Subscription sales the SAME as 1974-75 Season	41.8%

*At least 121 of the 195 respondents, or 62.0%, use subscription sales as a method of marketing the performing arts.